



**PATENT APPLICATION**  
**Attorney Docket No. FORT-002-002**

**CERTIFICATE OF MAILING**

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On 28 JULY, 2008.

Typed or printed name of person signing this certificate:

Signature: Hannah Tran  
**HANNAH TRAN**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s): ROCHE et al.	)	Confirm. No. : 7553
	)	
Appl. No. : 10/789,665	)	TC/A.U. : 2168
	)	
Filed: 02/27/2004	)	Examiner: H. Q. Pham

Title: Method and System for Collecting Online Merchandising Data

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION**

Sir:

In response to the non-final Office Action mailed on March 26, 2008 (the "Office Action") in the above-identified application, applicant submits the following response. The Examiner's review and reconsideration of this application and its claims in light of the following amendments and remarks is respectfully requested.